underwood news

WINTER 1958

President's Page . . .

LAST year I addressed a letter to Underwood Sales people pointing out that "economic conditions have developed so that it is now clear that we are going to see some reduction from the high level of business activity of the past few years."

Later another letter stated "There are unmistakable signs that the bottom of the slump in business throughout the Country has been reached. We can now count on going upward only."

Economic developments during the past sixty days indicate clearly that we are recovering rapidly from the economic recession which hit the United States a year ago. This recession is now known to have been one of the most severe and rapid business declines in modern years, and all of you know the extent to which it affected your ability to close sales. Business leaders today are predicting that recovery in business will be as rapid as the decline of last Fall and Spring. If this comes to pass, salesmen who have painstakingly and aggressively covered their territory during the hard times, and who continue their effort during the next few months, will be generously rewarded.

Requisitions for new capital equipment have been frozen by order of many boards of directors of corporations. Without doubt, most directives restricting capital purchases will be loosened or released during directors' meetings in the next few months, and Underwood salesmen have a wonderful opportunity to participate to an unusual degree in this substantial improvement in business. Through introduction of our many new products, through the acquisition of Canoga Corporation, through our continued aggressive advertising—you and your customers have vivid assurance of the progressive policies of your Company. You can sell these things just as effectively as the outstanding products which you can offer your customers.

The only thing now lacking to give positive assurance of the resurgence of Underwood is increased sales volume which will surely come from your aggressive efforts. I know we can count on our field selling force.

Sincerely,

Frank E. Beane

Chairman and President

ABC-TV NEWSCASTER JOHN W. VANDERCOOK watches election predictions being typed on an Underwood video typewriter during ABC-Underwood coverage of the November election.

Data Processing Units Star In TV Coverage of Election

Approximately 12 million people "visited" Underwood's Data Processing Center at One Park Avenue, New York City, on Election Night, November 4, via the ABC radio and television network.

Data-Flo data processing equipment, the Underwood Electronic Business Computer and a battery of Documentors and Add-Mates starred during ABC's coverage of election returns. John Daly, ABC's Vice President in charge of News and Special Events, handled general commentary from the ABC studios, and John W. Vandercook, newscaster, announced trends and predictions during "remotes" from Underwood's Data Processing Center.

Louis Bean, well-known political analyst, masterminded Underwood's political predictions, using information on past mid-term elections and teletype returns on this year's vote. Totals of this year's returns were fed into the Data-Flo, which had been programmed by Bean, for translation into data for the Electronic Computer. The Computer evaluated these figures with the historical pattern of previous elections and offered predictions based on this comparison.

Computer evaluations and predictions were then typed automatically on the video typewriter, an Underwood electric with jumbo type, especially adapted to take the computer's paper tape.

During the course of the evening it was predicted that the Democrats would win 62 Senatorial seats (outcome — 62), 285 places in the House of Representatives (outcome — 282) and 33 governorships (outcome—33).

A team of Underwood employes manned the electric typewriters and adding machines until well after midnight compiling figures for the Data-Flo and the computer. Advertising Manager Reg Roome and Advertising Department staffers Martin Biesc and Gene Smith headed the Home Office personnel who worked "on camera" and behind the scenes.

George Wallace, Al Shindler, Gayle Forcade, John Piorik and Howard Huck also helped. Typists, adding machine and computer operators and messengers included: Sabina Battista, Rosemary Bevilacque, Rose Bottitta, Ann Cortese, Paul Cuneo, Rose Marie Esposito, Ann Gonzales, Valerie Kane, Lois Kravetz, Marcia Levy, Anita Marks, Patricia McCabe, Lenore Muellers, Terri Nobile, Patricia Onderdonk, Mary Price, Jaime Rodriguez, Robert Ruegg, Frank Santucci, George Smirles, Betty Toomey, Jean Welch and Alice Wolfe.

ELECTION RETURNS from all over the nation came in to Underwood's Data Processing Center where home office staff members used Documentors, Add-Mates, Data-Flo and the Electronic Business Computer to tabulate them and figure the predictions.

View from street shows arched ceiling and product displays.

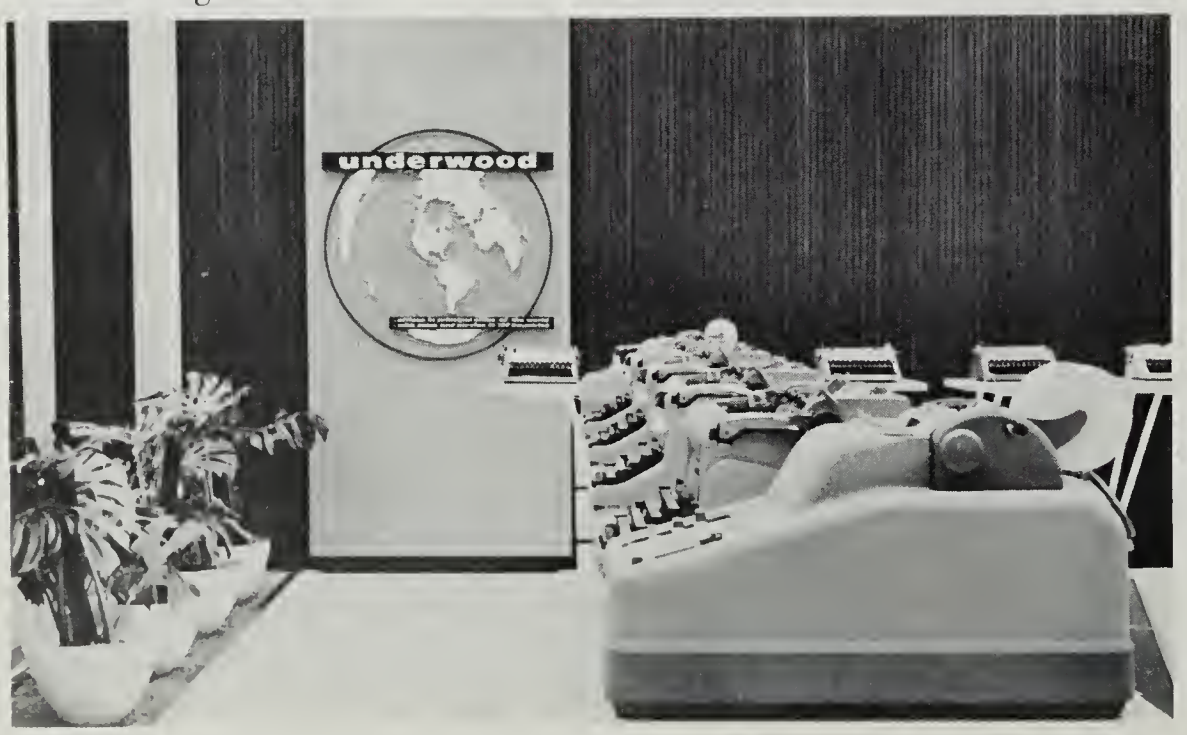
New Midwestern Sales Office Completed; Building Features Contemporary Design

Another step in Underwood's office modernization program was completed in November when the new Midwestern headquarters in Chicago officially opened in November.

Planned and designed by Griswold, Heckel & Keiser Associates, Inc. of New York, the new office is on Chicago's "Magnificent Mile" at 816 South Michigan Avenue. GHK designed the Washington, D. C. office, completed last year, and is directing the remodeling at the One Park Avenue office in New York.

President Frank E. Beane and Chicago civic officials participated in ribbon cutting ceremonies.

The four-story building overlooks Lake Michigan. Underwood's district and branch office sales and service operations are housed on the first and second floors and half of the third floor of the completely air conditioned quarters.



WALNUT PANELING highlights map display on south wall and backs up an imposing array of Underwood machines. Stand-up height stands for the machines encourage customers to try the famous "Golden Touch."

Basic design approach for the building was formulated by Hugh M. Keiser, GHK partner in charge, and Sigfried R. Hermann, associate in charge. The approach was based on a theme which would call both Chicagoans' and Windy City visitors' attention to the fact that Underwood has a vast sales and service system throughout the world. A wall display listing Underwood offices in foreign countries and a world map are centers of interest in the reception area and showroom. In addition, the showroom was designed to be compatible with the tastes of people of many lands.

Function of the building design is twofold: it has visual impact to attract pedestrian and vehicular passers-by and it builds an equity for the Underwood name as manufacturers representing the contemporary approach to selling and merchandising.

Chicago is beginning a "Golden Age" of expansion, according to GHK, and with the completion of the Seeway project, should emerge as a world trade center. The Underwood building

Curved panels create imaginative background for new Documentors on rear wall of showroom.

Display behind reception desk calls attention to Underwood's world wide office locations.

Detail of map display with markers indicating Underwood offices throughout the world.

is part of a renaissance in Chicago similar to that which occurred in New York immediately after World War II, says GHK.

Exterior of the building is simple in concept and contemporary in design. A vertical facade of aluminum and grey porcelain enamel is complemented by a surround of black granite. Vertical lines from the second floor to the top of the building add visually to its height.

Simplicity and contemporary design are also featured inside the building. Pleasant, cheerful lighting and vibrant colors set off eye-catching product displays. A specially designed arched luminous ceiling and a white vinyl floor give the whole showroom area a glow which contrasts with the mustards and blues of the displays.

The reception desk was detailed to achieve a floating quality and yet allow for passage of the receptionist into the showroom. The white floor is accentuated by black marble chips in a trough which is bridged by walnut planks. A display behind the desk lists the cities of the world in which Underwood has branch offices.

Showroom Features

In the showroom, actually an enlarged showcase, a map display panel, machine demonstration stands designed for stand-up use and walnut paneling set off Underwood products. Curved and shaped panels, set away from the wall, at the south end of the showroom repeat the arch of the ceiling and create a striking background for the machines displayed there. The mustard color of the panels was selected to harmonize with the machine colors.

A dimensional map display panel showing the worldwide scope of Underwood's operations is on one wall of the showroom. The panel was fabricated using a map projection centering on Chicago. The latitudinal and longitudinal lines of the map form a grid of chromed steel rod to which land masses are fastened. Markers on the land masses show the location of Underwood branch offices in foreign countries. Adjustable downlights bring out the dimensional effect of the map.

Office space for Chicago Branch Manager R. G. Shepherd and his staff is on the first floor. District Manager Robert T. Pratt's office and sales and service dispatching headquarters are on the second floor.

LEONARD C. BOWEN

Bowen Appointed Manufacturing VP

Leonard C. Bowen was named Vice President in charge of Manufacturing October 1, according to an announcement by President Frank E. Beane. His headquarters are at the plant in Hartford, Connecticut.

Bowen joined Underwood in 1957 as vice president of typewriter manufacturing. Previously, he was manufacturing vice president of Royal products for Royal-McBee Corporation.

Administrative changes in plant management positions announced by Bowen include: A. E. Aubin, Quality Control Manager; J. E. Black, Production Engineering Manager; H. J. Bowers, Production Manager; F. J. Carvey, Works Accounting Manager; Harvey Gittler, Industrial Engineering Manager; G. L. Laudenslager, Industrial Relations Manager; A. T. Larson, Purchasing Director and E. E. Norin, Production Analyst.

All these men report directly to the Manufacturing Vice President.

Black, Bowers, Gittler and Laudenslager are in new posts. Black directs and coordinates production engineering activities and is responsible for translating new product and engineering designs into practical manufacturing plans. Bowers directs and coordinates all production activities and Gittler is in charge of industrial and process engineering activities. Laudenslager directs personnel activities.

(Continued on page 10)

Underwood and Russeks Stage Fashion Show for Executive Secretaries

NATIONAL ACCOUNTS REP ED O'ROURKE beams as the guest secretaries register on new Documentors at the show. More than 500 attended the showing and saw the new electric and portable typewriters and Add-Mates on display.

Underwood's success with styling typewriters and adding machines in the latest designs and colors proves that secretaries are interested in color and design in business machines as well as clothing.

With this in mind, Robert Ruegg, of the New York office, and Pauline Greene, fashion coordinator at Russeks, Fifth Avenue women's apparel store, planned and executed a style show for over 500 executive secretaries in October.

Called "Fashions for the Executive Secretary," the collection presented Underwood secretaries in forty ensembles planned especially for young career women.

The show was held on Russeks third floor at 5:30 p.m. Secretaries registered as they arrived by typing their names and business addresses on new Documentor electrics. This gave them an opportunity to try out the famous "Golden-Touch" as well as to see the trim new styling of the machines. The new portables and Add-Mate adding machines were also on display.

Mrs. Genevieve Bell of Portland, Oregon, National Secretaries Association's 1958 Secretary of the Year, attended the showing, and officials of both New York NSA chapters attended. New York Branch Manager John W. Clauss welcomed the guests and introduced the NSA notables.

Miss Greene, who produced the show, commented that "This collaboration between Underwood and Russeks is something entirely new. The executive

NSA GUESTS — New York Branch Manager John Clauss chats with NSA Secretary of the Year Mrs. Genevieve Bell and officials of New York City's two NSA chapters before the fashion show at Russeks. They are Mary H. Waddell, New York City Chapter treasurer; Mary Salaby, Gotham Chapter president; Antoinette Maddalo, NYC Chapter vice president; Mrs. Bell; Eunice Merritt, finance committee chairman, NYC Chapter; Marie B. Johnson, NYC Chapter; Lee Swift, education committee chairman, NYC Chapter; Bertha J. Stronach, NYC Chapter president and June E. Sprague, secretary of the New York State Division of NSA.

secretary is a fascinating new audience for us, and we will show them morning to midnight clothes that are appropriate for their special needs and in a range of prices to fit all budgets."

The showing featured casual clothes, daytime dresses for office wear, afternoon, cocktail and evening dresses, suits, coats and small furs. The clothes were selected by the models themselves, with an eye to styles and colors suited to the lives of young women working in offices. Models were Rose Bottitta, receptionist in the New York City branch office; Terryl Charney, secretary to D. J. Horton; Ann Cortese, secretary to New York national accounts salesmen; Josephine D'Angelo, General Sales Department; Rose Marie Esposito, secretary to D. W. Hanna; Alice Gasparini, secretary to W. E. Long; Anita Marks, secretary to J. V. Murray; Terri Nobile, secretary to Andy Cerruti; and Mavis Omundsen, secretary to P. A. Vogel.

Underwood hostess at the show was Marie Goll, secretary to Ruegg. Other hostesses were: Doris Muller, secretary to M. E. Meek; Elizabeth Herzog, secretary to W. J. Cloud, Jr., Lois Kravetz, secretary to M. J. Biesc and Jean Welch, secretary to S. F. Peirce.

"Fashions for the Executive Secretary" was the first of a continuing series of fashion previews for secretaries which Underwood plans to co-sponsor with leading department stores throughout the country next year.

Left to right —
Rose Bottitta, Terryl Charney, Ann Cortese, Rose Marie Esposito, Alice Gasparini, Anita Marks, Terry Nobile and Mavis Omundsen — One Park secretaries who modeled fashions from Russeks in the October Style Show. Not pictured is Josephine D'Angelo.

Season's Gree

FRANK E. BEANE, President and Chairman of the Board
WILLIAM F. ARNOLD, Vice President, *Public Relations*
HERBERT W. BERTINE, Secretary and General Counsel
LEONARD C. BOWEN, Vice President, *Manufacturing*
DAVID H. BURRELL, Vice President, *Marketing*
DAVID J. CROMBIE, Vice President, *Personnel and Industrial Relations*
JOHN L. DUGAN, Treasurer
DONALD R. PIATT, Vice President, *Research and Engineering*
CARL P. RAY, Vice President, *International Operations*
PAUL A. VOGEL, Controller
WALTER J. CLOUD, JR., *Product Marketing Manager*
BENTON H. GRANT, Director, *Corporate Planning*
FRANK P. IERARDI, *Distribution Manager*
C. M. JUNGBLUTH, President, *Wholesale Typewriter Company*
FRED D. LEHN, Assistant Secretary
GEORGE G. NEIDICH, General Manager, *Supply Division*
GEORGE NIBBE, President, *Canoga Division*
H. W. STEWART, *General Service Manager*
J. H. ADAMS, Assistant General Service Manager
R. G. BROOKS, Marketing Manager, *Data Processing Division*
ANDREW CERRUTI, Assistant Advertising Manager
G. W. FORCADE, Assistant Marketing Manager, *Data Processing Division*
J. F. HARVEY, Assistant Marketing Manager, *Accounting Machines*
C. LEROY JONES, Agency Relations Manager
T. J. JONES, Assistant Marketing Manager, *Samas Division*
J. R. LEES, JR., Marketing Manager, *Typewriter Division*
MATTHEW E. MEEK, General Sales Manager, *Export Sales*
FRANK M. MURTHA, Sales Training Manager
ELLIS F. PEATTIE, National Accounts Manager
SAM F. PEIRCE, Marketing Manager, *Adding Machine Division*
R. R. ROOME, JR., Advertising Manager
L. J. RYAN, Field Service Supervisor
E. I. SMALL, Market Research Manager
SAM SMITH, Dealer Division
GEORGE WHITE, Assistant Marketing Manager, *Typewriter Division*

Photo by Devaney

WILLIAM F. COLLINS, JR.

WILLIAM H. HARPER, JR.

WILLIAM E. McPHERSON

McPherson Named New Branch Manager, Other Appointments In Field Announced

Creation of a new branch office in the Northeastern District, a sub-branch in the Southwestern District and the appointment of new branch and sub-branch managers in the Northeastern, Eastern, Great Lakes, Midwestern, Southwestern and Pacific districts have been announced by Marketing Vice President Dave Burrell since September.

The new branch office is in Binghamton in upstate New York. William E. McPherson was named branch manager. He is a native of Utah and Army veteran, and previously was a branch manager for Clary Corporation. This new office under Northeastern District Manager Herb Goelz opened October 1.

New branch managers appointed in the Northeastern District include Loring P. Lane in Bridgeport, Connecticut; William F. Collins, Jr. in Buffalo, New York and Robert J. Backus in Springfield, Massachusetts. Lane was formerly manager of the sub-branch in Springfield and moved to the Bridgeport sub-branch in October. Backus, the son of Albany Branch Manager C. V. Backus, was a salesman in the Albany office before moving to the Springfield sub-branch November 1.

Bill Collins, Buffalo branch manager, is a native of North Carolina and an honor graduate of the University of South Carolina. He is an Army veteran and has been with Underwood since 1952 as a government sales representative in Washington, D. C.

Les Schaffner, a native New Yorker, is the new branch manager of the Brooklyn office in Les McCreath's Eastern District. He is a graduate of Hofstra College and served in the Navy during World War II. Before joining Underwood, he was district manager in Chicago for Thomas A. Edison Industries.

Nicholas Orlando is the new branch manager of the Baltimore office.

Great Lakes District Manager Dorm Crelly has two new branch managers: William H. Harper, Jr. in Cleveland and Carroll F. Talsma in Grand Rapids. A native of Mississippi, Bill Harper holds a law degree from George Washington University and worked as a special agent with the Federal Bureau of Investigation for eight years. Immediately before joining Underwood, he was director of new business and secretary of the company for Fischer & Associates.

LES SCHAFFNER

Carroll Talsma worked with Royal Typewriter Company and the Clary Corporation before joining Underwood in October. He was born in Hudsonville, Michigan and served in the Army Corps of Engineers during World War II.

Midwestern District Manager Bob Pratt announced that William L. Herndon had been named manager of the sub-branch in St. Joseph, Missouri, which opened last April.

New Sub-Branch

The new sub-branch is in Ogden, Utah in the Southwestern District. Justin C. Tolton is manager of the office. He is a native of Beaver City, Utah and a graduate of Utah State University. A pilot during World War II, he currently holds the rank of major in the Air Force Reserve. He began working for Underwood as a typewriter salesman in Salt Lake City in 1946 and has been a sales agent since 1953.

In Houston, R. Vern Miller has been promoted to branch manager. He was assistant branch manager before his promotion.

R. J. Wilson is now manager of the sub-branch in Colorado Springs. He was a typewriter and adding machine

CARROLL F. TALSMA

salesman in Tulsa, Oklahoma before going to Colorado.

J. W. Bowen is manager of the Denver office, replacing Nat P. Coleman, who is now a special representative in the Denver area. Bowen was previously head of the Salt Lake City office.

R. E. Johnson now heads the Salt Lake City office. Before going to Utah, he was manager of the Colorado Springs sub-branch.

In J. W. Stallings' Pacific District, the Long Beach and Oakland, California branches have new managers. Marcus W. Bates is now head of the Long Beach office. He was formerly Supply Division manager in Los Angeles.

Robert L. Goosey is new manager of the Oakland office. He was a Territory Manager in San Diego before going to Oakland.

JUSTIN C. TOLTON

Pammett, Ontario Office Head, Celebrates 25th Anniversary

RAY PAMMETT, manager of the Peterborough, Ontario Underwood office, discusses the Documentor with one of his customers, Doug Tanney of Quaker Oats Company of Canada, Ltd.

Ray Pammett, manager of the Underwood branch office in Peterborough, Ontario, Canada, is marking his 25th anniversary with the company this year.

Pammett and his staff of four man an office in downtown Peterborough which services the city's 44,000 population and surrounding towns and villages within a radius of 80 miles.

Noting that business has greatly expanded during the years he has been with Underwood, Pammett says sales create the big percentage of total business volume while service work is steady and substantial at all times. On a recent business day, he gave Documentor demonstrations to five different department heads in the office of one of Peterborough's large industrial firms.

Pammett maintains accurate, easy-to-check sales and service records and makes periodic checks to determine the length of time machines have been in use. By keeping tabs on the age and service record of each machine he sells, he can suggest to the customer when new equipment is needed and keep his machine needs filled.

An indication of how successful Pammett's demonstration and follow-up methods are is the fact that approximately 75% of the machines in use in Peterborough district schools are Underwood or Sundstrand products.

On completion of 25 years with Underwood, Pammett says "We in the Peterborough office are doing steady business all the time because of . . . pride in our products, careful attention to business, and prompt and efficient service on sales and repairs."

HONORARY TEXAN — President Frank Beane received a ten-gallon hat from Miss Texas of 1958, Mary Nell Hendricks, on a recent trip to the Southwestern District. Southwestern District Manager Jack O'Callaghan is at left and City Councilman Tommy Thompson of Fort Worth and F. W. Hargreaves, an Arlington State College instructor, are at right.

N. Y. Salesmen Cross Franchised In Crash Training Program

TYPEWRITER SALESMEN are shown "learning the ropes" on adding machines during cross franchise training program. Anthony Johann, Irv Miller, Clauss, Barry Ross, Al Tannenbaum, Area Manager Fred Yarmosh, Frank Trapp and Joe Rabin are pictured left to right.

A crash training program to cross franchise adding machine and typewriter salesmen kept 40 members of the New York branch sales staff hopping during October.

Sessions were held from 4:45 to 6:45 p.m. Monday through Friday for three weeks beginning October 14. Additional training periods were held from 8:45 to 9 a.m. each weekday during the program.

Home office personnel conducted the course, under the general direction of New York Training Director George Reight. George White, Typewriter Division; Sam Peirce, Adding Machine Division; Sales Training Manager Frank Murtha, Product Specialist Herman Holzman, National Accounts Representatives Frank Nugent and Ed O'Rourke, Assistant Branch Manager Jim Duffy and Clauss all participated in course instruction.

In addition to making it possible for a salesman to double his income and increase his branch's sales volume, cross franchise selling affords a salesman the opportunity of being the "Underwood Man" in his territory, says Clauss. One man can maintain closer contact with a company and can keep in touch better than two or more can, he continued.

The enthusiastic reception given the Add-Mate and Documentor since they were marketed has spurred adding machine and typewriter sales, Clauss noted.

Underwood's targets are a 60% share of the ten-key electric adding machine market and a 100% a year increase in typewriter sales. Cross franchised salesmen will be equipped to realize these goals for themselves and for Underwood.

Hartford Staff —

(Continued from page 3)

Other changes include the appointment of Charlton T. Barth as assembly superintendent, Eugene Loble as personnel manager at Hartford and Wilmar F. Scheld as quality audit supervisor.

D. R. Piatt, Research and Engineering Vice President at Hartford, also announced two appointments. Daniel A. Esakov was named Manager of Computer Engineering and Salvatore J. Intagliata was named Manager of Data-Flo Engineering.

Intagliata joined the Lab staff in 1948 after receiving a B. S. degree from Worcester Polytechnic Institute. He worked first on standard and electric typewriters and later on motors and adding machines. When the Electronics Department was established at the Lab, Intagliata worked on data processing equipment. A licensed professional engineer, he lives with his family in Windsor, Connecticut.

Esakov joined the Lab staff this year. He was associated with the U. S. Air Force Cambridge Research Center as chief of the Circuitry and Devices Unit, Data Processing Techniques Section before coming to Underwood. A graduate of Massachusetts Institute of Technology, Esakov heads development and design activities on electronic computers.

ADDING MACHINE SALESMEN get initiated on Touch-Magic standard typewriters. At left, Charles Rice, George Economos (backs to camera), Irv Drillings, Cy Horowitz, Branch Manager John Clauss, Joe Boylan, John Carlson, Supervisor Ed Dowling, Ken Clark and Area Manager Clint Hart are pictured. Picture at right shows Lyonel Mehler, Joe McGroarty, Dowling and Anthony Brune in background and Economos, Rice, Bob Lang, Sales Training Director George Reight and Clark in foreground.

Incidentally Speaking

Akron — Sorry to lose Tom Poydock to the Denver office. Our loss is Denver's gain . . . Welcome to new service man Gilbert Sitton from Toledo . . . Secretary and office manager Sue Boardman observed her third anniversary with Underwood in November. Congratulations.

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Boston—Four men have been added to the Typewriter Division sales staff: G. W. (Bill) Shanahan, Phil Dennehy, Leo F. Hannan and Ben W. Nason. Bill Shanahan also qualified for the national sales contest . . . Fitchburg sales agents, the five Lemay brothers, held a successful business show in their office and invited Miss Massachusetts and Miss Wachusetts to attend. . . . Mrs. Johanna (Ma) Glennon of the Service Department announces her 11th grandchild, Sheila Ann Glennon . . . Congratulations to Clyde Morse on qualifying for UEBC training and Pat MacCurtain, who qualified for Data-Flo training.

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Bridgeport—Welcome to new Branch Manager Loring P. Lane . . . Sales Division was recently honored with a visit from Marketing Vice President Dave Burrell and Northeastern District Manager Herb Goelz . . . Congratulations to Ed Caliendo, typewriter salesman, and Miss Joan Aurillo on their recent marriage . . . W. E. Long of the New York office was also a recent visitor . . . Herb Anderson, National Accounts, is doing a nice job . . . A speedy recovery to Jim Kiernan, New Haven service man, who underwent surgery.

THE WINNAH — National Accounts Representative Frank Nugent received ten shares of Underwood stock from President Beane for making quota on the most accounts during the first four months of the National Accounts program. National Accounts Manager Ellis Peattie (left) and Treasurer John Dugan were on hand for the stock presentation in the president's office.

Best wishes to Bill Walter, Service employee here for 35 years, who is on leave of absence because of ill health.

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Chicago — Midwestern District played host to President Frank Beane and Champion Typist George Hossfield at the open house for customers and prospects in the new office. President Beane and city officials participated in ribbon cutting ceremonies and Hossfield demonstrated the Documentor in the new showroom window . . . Mac Hutchins has been appointed assistant branch manager of the Chicago branch office. Welcome, Mac, and success in the new assignment.

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Cincinnati — The Cincinnati Office & Business Equipment Show, held the last week in October, turned out very favorably for Underwood. Paul Baetz from Detroit was here for the show and got some good leads for Data-Flo equipment . . . Typewriter Salesman Sy Flerlage announced the marriage of one of his daughters in November.

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Grand Rapids — Salesman James J. Vogl has a baby boy . . . Good wishes to T. R. Hale, Jr. in his new position . . . Carroll F. (Bud) Talsma is the new branch manager. We extend him a hearty welcome . . . Congratulations to Mr. and Mrs. Ronald Heyboer, married August 22. She is the former Charlotte Wynalda.

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Kansas City—Glad to have Mrs. Marie Webb at the new switchboard . . . Donald Forsee recently finished Data-Flo training . . . Van Vanderpool finished UEBC training school in Hartford in November . . . Cashier and Chief Clerk Denie Peterson vacationed this fall and Salesman Larry Ward and family took a week-end trip into the Ozark area . . . G. W. Balding, new branch manager, moved into a new home recently.

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Milwaukee — We regret to announce the death of John N. Balog, customer engineer and former regional service manager, on October 22. We will miss him . . . Miss Estelle Wargolet, secretary, is engaged to Del LeChevalier and planning a June wedding.

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Nashville — Congratulations to Salesman Ken L. Goad on making his year's quota in August and qualifying for the national sales contest in October . . . Welcome to Mrs. Lorraine Hoover, new secretary to Branch Manager A. E. Gillespie and supply clerk . . . Serviceman Clay Holland and wife have a baby boy.

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Ogden — 2761 Washington Boulevard became an Underwood sub-branch November 1. A display of the Underwood electric typewriter has been placed on the front of the building and has stirred considerable comment.

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Providence — Branch Manager Syd Hellewell spoke at the first fall meeting of the Providence Chapter of the National Secretaries Association and presented Miss Lois Wartman of Davol Rubber Company a Golden Touch charm bracelet for her speed typing performance at the NSA national convention in Minneapolis . . . John Dean is the new sales service representative for Cape Cod . . . National Sales Executives Club has selected Branch Manager Hellewell to represent them in a "Select Sales as a Career" campaign in all state high

Buffalo—William A. Stein and Frank Phelps are new salesmen in this area . . . It's a baby girl, Nancy Ann, for Service Manager George Constantino and wife . . .

WHEELING DEALERS—Larry Mammen, Minneapolis salesman, right, and Providence Branch Manager Syd Hellewell demonstrate how they put the Documentor and other Underwood machines on wheels and took them out on customer calls. Larry's cart is one he devised himself from an outboard motor cart and Hellewell's is an ordinary typewriter table.

DATA PROCESSING TRAINEES — Members of the second class of the Data Processing Sales Training School in Hartford completed the course October 17. They are: standing (l to r) Joseph Marshall, Norfolk; W. H. Manning, St. Louis; Earl Lyons, Detroit; Tom Clark, Birmingham; T. L. Payne, Allentown; Tom Wharmby, Albany and William Regan, Hartford. Seated: M. W. McWhood, San Francisco; M. W. Thayer, General Office; Al Shindler and George Wallace, instructors and Harry Srole, Los Angeles.

schools . . . Bob Marr did a fine job for the United Fund drive this year.

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Richmond—Best wishes to Miss Elizabeth Wilson who married T. Clarke Heinsdale in September . . . Old Dominion Chapter of NSA honored members' bosses at the Annual Bosses Night Dinner in November. Branch Manager P. E. Bridgman and Service Manager E. W. Colley were entertained by Edna Proffitt and Liz Heinsdale at the dinner . . . Old Dominion Chapter members typed labels for mailing Christmas seales in Chesterfield County on Underwood Documentors in the Richmond office . . . Welcome to Henry Gonzalez, sales staff in Richmond, and Bill Coates, Norfolk subbranch office . . . Congratulations to Salesman Tom Williams and wife on the birth of a baby girl.

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San Francisco — It's good to have Loyal Weitz back as an adding machine salesman. He started his Underwood career in San Francisco in 1924 and has since been branch and division manager in numerous Pacific District offices. His last position was division manager of adding and accounting machines in Spokane. He took a leave of absence from February 1 to November 1 and worked with the Santa Barbara agents during that time . . . Miss Hedy Klingenfuss, Supply Division, and Tom Dodge are planning an April wedding . . . R. C. Perry, adding machine division manager, announces the birth of third child, Daryl Kimball Perry in September . . . San Francisco Quota Smashers Club held its second monthly dinner at Alfred's Restaurant in November . . . We are sorry to report the death of Larry W. Steuer's wife.

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St. Louis — Congratulations to Parker Cooper, Service Maintenance, on the arrival of fifth daughter, Marcia Denise; and to typewriter and adding machine Salesman Jack Wunderlich on the birth of John Peter Wunderlich III . . . Jack Barrett and Wynn Manning, veteran salesmen, have three cycle billing installations and a computer sale to their respective credit . . . Thanks to Gus Wehking, Service Supervisor, for making our picnic a huge success . . . Welcome to new cashier, Miss Regina M. Wilder . . . Samas technician Louis D'Angelo is keeping Samas users happy.

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Syracuse — We extend condolences to Serviceman Ted Demianyk on the death of his father . . . Welcome to Mark Manning, new service apprentice . . . Jack Maywalt, cross franchised salesman, has transferred his activities to the Supply Division as Supply Sales Representative. He recently attended a sales training session at the Burlington, New Jersey factory . . . Vice President Dave Burrell visited the new Syracuse office recently . . . Bob Backus has been promoted to branch manager at Springfield, Massachusetts. He was formerly a sales representative in Albany.

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UEBC SERVICEMEN — Members of the four-month UEBC Service Training School gather in Hartford before completing the course in November. They are Frank Fiedler, Chicago; Instructor Frank M. Lasonsky; Ronald E. Crownover, Allentown; Edwin A. Goess, New York; John Peterson, Seattle; Thomas H. Watkins, Pittsburgh; Alvin K. Wheeler, Richmond; Eric Wrede, San Francisco; E. R. Duplain, Norfolk; Thomas A. Vanderpool, Kansas City; Daniel S. Zoglo, Denver; Paul G. Heintz, Albany and Instructor Daniel Klang.

Toledo — Veteran Typewriter Serviceman Tom Haley retired in November after 48 years of service with Underwood. Starting work when he was 17, Tom served his apprenticeship here, then worked in Indiana and Illinois. He returned to Toledo in 1914, where he has worked since, except for a tour of duty with the U. S. Army in World War I. From 1946 to 1951, he was Service Manager of the Toledo office. A dinner was given in his honor and he was presented a set of matched luggage.

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UNDERWOOD NEWS

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New Social Security Benefits

This year's changes in the Social Security law provide important new benefits for retired people, for survivors of people who died before becoming eligible for retirement, and for disabled individuals and their dependents. To do this the 1958 amendments increase the social security tax and the amount of your pay that is taxed.

Beginning January 1, 1959, the Social Security tax goes up from 2¼% to 2½% for both you and Underwood. Also, this tax will be paid on the first $4,800 of annual earnings instead of the first $4,200. This rise in the tax rate and the earnings base on which it is paid means that more money will be deducted from your pay during 1959. Underwood will match the increased amount and the change will be reflected in the first check you receive in January.

Persons already retired will receive an increase in their monthly benefits of about seven per cent. Minimum increase is $3. Workers retiring in 1959 and later also will receive retirement benefits at least seven per cent higher than before the 1958 amendments. And, due to the increase in the wage base on which the Social Security taxes are paid, some employees will receive about 17 per cent more than was possible under the old law. Top payments under the old law were $108.50 a month; under the amended law, persons making $4,800 a year may receive as much as $127 a month.

Under the new law, widows, dependent children and parents of deceased workers can get increased benefits based on the monthly retirement benefit which the worker himself would have received.

Dependents of disabled workers may receive benefits under the new law, also. Some disabled workers will benefit under the new law because they may now be paid full social security disability even though they are also receiving State workmen's compensation benefits or some type of disability payment from the Federal Government.

For more information about social security benefits, or for a pamphlet giving more detailed information on these changes, get in touch with your social security district office.

Front cover courtesy New York Public Library

Happy Holiday

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